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## Company Profile

### Solar Direct

#### **A leader in the world of renewable energy technology**

Emerging into the new millennium, Solar Direct has defined itself as a leader in the renewable Internet marketing industry.

Developing a vision for an increased consumer awareness of sustainable and renewable technology, Solar Direct is positioning its strengths to promote eco-consciousness through advanced internet education.

### History

- Founded in 1986, Solar Direct's initial focus was on the CleanTech market. A visionary start-up developed around entrepreneurial spirit and creative strategies, Solar Direct specialized in NASA developed Heat Pipe Technology and Geothermal Heating/Cooling systems. Major undertakings included installations of high profile government, commercial, and prestigious residential projects.
- Beginning in 1996, as consumers migrated toward Internet purchasing, Solar Direct began its online presence with the creation of the SolarDirect.com. In 2003, it expanded its Internet presence with the creation of The Energy SuperMarket.

Offering a worldwide web-based factory direct source for renewable, energy efficient products, the Energy SuperMarket is the fastest growing energy super-mall on the Internet.

Focused on providing an exceptional online purchasing experience, Solar Direct seeks to dominate its market with unsurpassed product selection support, and do-it-yourself assistance for customers.

- In 2004, Solar Direct's total market expanded to include well over 30,000 customers, and over 2000 unique visitors to the Energy SuperMarket each day.

Using state-of-the-art search engine optimization techniques, coupled with a reliable and secure e-commerce infrastructure, the Energy SuperMarket has become the Internet's largest distribution point for solar pool heating products and accessories, and continues to attract a large and rapidly growing core of industry clients and consumers who discover energy saving solutions.



- Currently, Solar Direct offers factory direct marketing of over 350 renewable energy products worldwide, combining the existing universal high-tech access of the Internet purchasing experience with an increase in personalized high-touch support.

## **Products and Services**

Located in Bradenton, Florida, Solar Direct is the premiere one-stop source for a wide spectrum of the following products and services, providing both residential and commercial solutions in the Renewable Energy and CleanTech markets:

- Engineering design and analysis; industrial, commercial, and residential applications
- Solar power generation systems; for residential, commercial, and remote locations
- Solar water heating systems; for domestic, commercial, industrial, and remote locations
- Solar lighting kits and custom packages; for energy efficient solutions in remote off-grid locations
- Pool/spa heating products; complete range of do-it-yourself kits - solar, heat pumps, and gas, plus accessories
- Renewable and eco-friendly products; expanding array of solutions available factory direct on-line
- Worldwide shipping; for standard or custom do-it-yourself kits, and complete commercial systems
- Professional installation services; available for major projects throughout North America and worldwide

## **Financial and Structural**

Unique to the renewable industry, Solar Direct is vertically integrated, combining manufacturing, engineering, marketing and direct-to-customer distribution within one organization.

- Beginning in 2003, Solar Direct's sales progressively increased, exceeding the \$1.2 million mark for the first time.



During the 18 months following startup of its Energy SuperMarket online shopping cart in mid-2003, Solar Direct's revenue dramatically increased by over \$1 million, largely attributable to an increased ease-of-access shopping experience, combined with an ever increasing world-wide consumer focus on renewable technology.

- In 2004, Solar Direct's annual revenue exploded at 160%.
- Projections for 2006 indicate Solar Direct will exceed its goal of \$5 million in combined sales volume.

Since 1987, Solar Direct has weathered several market slumps, survived the solar market collapse following September 11th, 2001 and the bursting of the dotcom bubble. Following the after effects of September 11th, Solar Direct's re-start team has steadily expanded from four core principles to a total staff of 18.

- Beginning in 2004, Solar Direct began working closely with outside consultants, undertook a complete evaluation, followed by significant investment in an ongoing corporate coaching program, management and staff development, and a commitment to a substantial consumer Internet eco-education program.
- In 2005, a broad new initiative in which website development, search engine optimization, video-based online educational program, advertising, marketing, and public relations campaigns were launched, followed the retaining of Thorell Associates, an Orlando, Florida firm that specializes in socially responsible promotions.

Looking toward the future, Solar Direct is committed to accelerated growth, providing a quality purchasing experience for consumers, and partnering with others in the environmental community.